



Arguing and Persuading Using the Five-Sentence Method

Description

Have you ever been lost for words in front of an audience, meaning that what you wanted to say just didn't come across the right way? Do you often lack the necessary persuasive power in important situations? If so, we need to change something about that! Situations in which we are required to use arguments to convince arise every day, both in a professional and private context. In this e-training course, you will learn how to use the five-sentence method to make your arguments simple and above all, effective. Additionally, you will learn what makes a good argument, how to package it effectively, and how to select and apply an appropriate counter strategy for each type of counter-argument.

Target Audience

All employees from all areas and levels of a company who want to be able to argue more convincingly in the future

Learning Objectives

- Successfully shaping arguments with the help of the five-sentence method
- Recognizing the importance of the "right" discussion atmosphere and shaping discussions with attention to the factors necessary to achieve this
- Successfully designing the situational entry, weighing the pros and cons, acting or reacting
- Researching the content of discussion topics properly and classifying one's own arguments with the help of the ETHOS scheme
- Prioritizing one's own arguments with the help of an analysis of the conversation partners and identifying benefit arguments
- Giving more weight to arguments with the help of examples, proof, references, etc.
- Using a purpose sentence to summarize the main point of your argument and formulate the consequences of it
- Parrying factual counter-arguments with the appropriate counter-strategy
- Deflecting verbal attacks with the appropriate counter-strategy of the 4 'I' method